Objectivity is the main goal of journalism but how can a media outlet remain objective if it has to keep corporate interests in mind before writing or broadcasting a story? Cross ownership will simply serve to further homogenize the media. Mr. Powell is hardly one to examine the situation and will naturally side with the more powerful corporations as he is one of them. If he had to choose between a fat bank account and the opportunity for US citizens to get their messages across w/out getting strangled by FCC red tape, I would think the bank account would win.